

West Des Moines ***2012 DirectionFinder®*** ***Survey Findings***

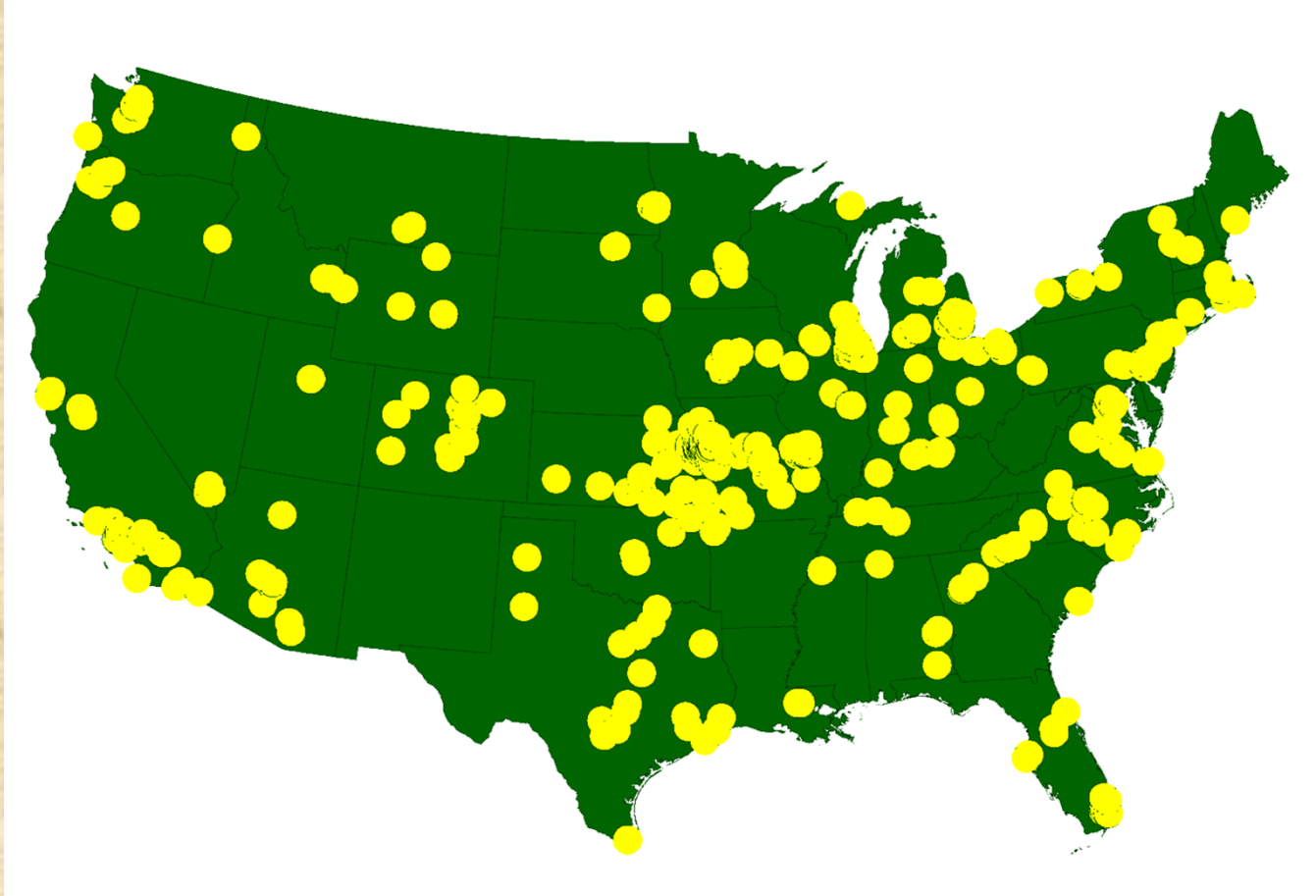
Presented by
ETC Institute

November 12, 2012



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...helping city and county governments gather and use survey data to enhance organizational
performance for 30 years



More than 1,350,000 Persons Surveyed
for more than 500 cities and counties in 48 States

Agenda

- **Purpose and Methodology**
- **Bottom Line Upfront**
- **Major Findings**
- **Conclusions**
- **Questions**

Purpose

- **To objectively assess resident satisfaction with the delivery of City services**
- **To measure trends over time**
- **To gather input from residents to help set community priorities**
- **To compare the City's performance to other communities**

Methodology

- **Survey Description**
 - included many of the questions that were asked in previous years (2002, 2004, 2006, 2008 and 2010)
- **Method of Administration**
 - By phone to a randomly selected sample of households (in both English and Spanish)
 - Actual number of completed surveys was 400
 - Sample included households with traditional land lines and cell phones
 - each survey took approximately 20 minutes to complete
- **Margin of error: +/- 5% at the 95% confidence level**
- **Benchmarking comparisons to other communities**
- **The home address of respondents was geocoded**
- **Good distribution of all demographic groups in comparison to the most recent Census estimates**

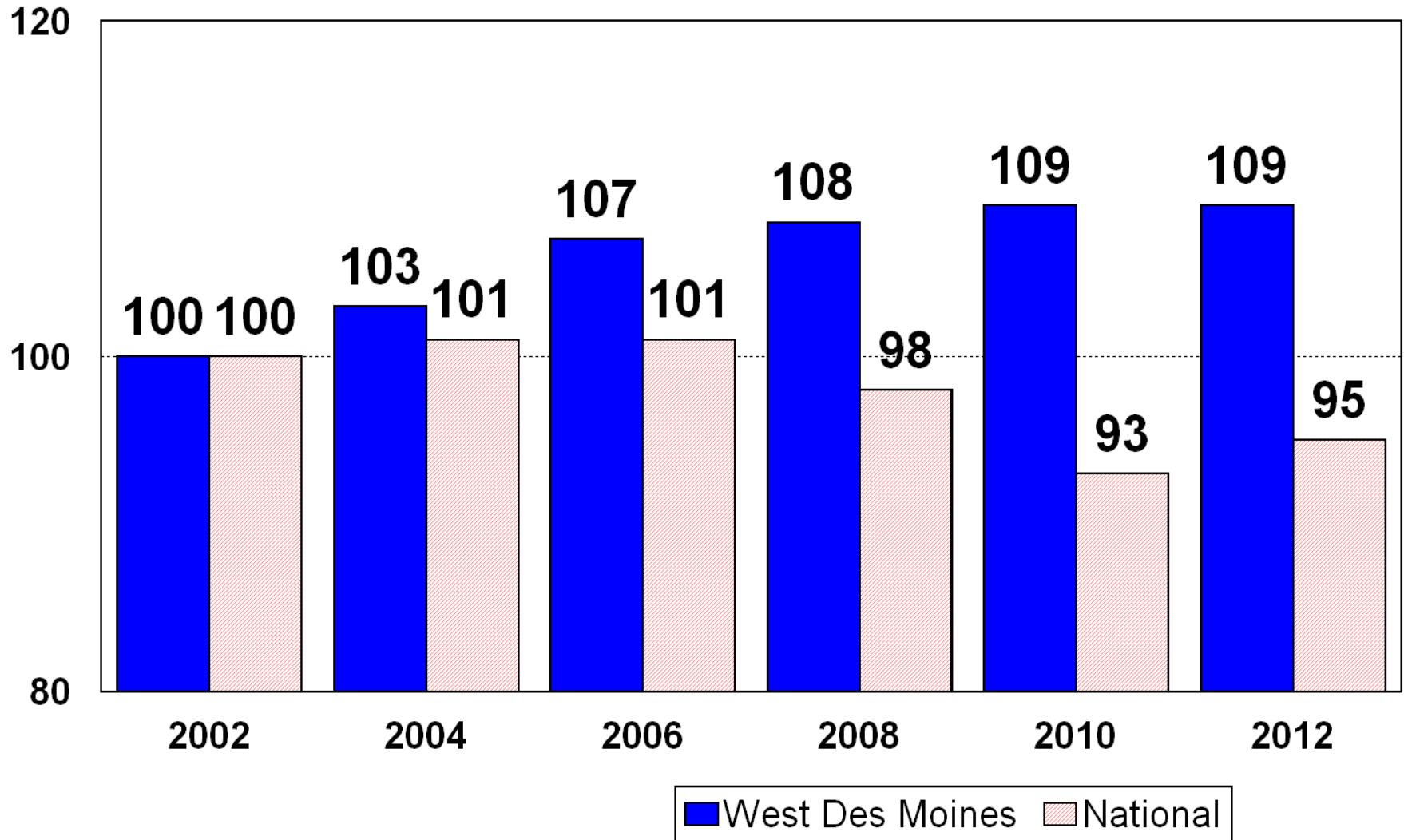
Bottom Line Up Front

- ❑ West Des Moines is Moving in the Right Direction
 - 58 of 65 areas have improved or stayed the same since 2002
- ❑ West Des Moines Is Setting the Standard for the Delivery of City Services
 - WDM ranked above the national average in all 49 comparative factors that were assessed on the survey
 - WDM ranked #1 in 21 comparative factors among medium size communities with a population of 50,000 to 200,000
- ❑ City's goal over the next two years should be to sustain high levels of performance in areas that were most important to residents

Overall Satisfaction Index

2002 thru 2012

derived from the mean overall satisfaction rating provided by residents
Year 2002=100



LONG-TERM Increases

Since 2002

- ❑ 58 of 65 areas have improved or stayed the same since 2002
- ❑ Of these, the following are the most significant
 - +24% Flow of traffic and congestion management
 - +16% City's youth recreation programs
 - +16% Yard waste collection
 - +15% City's senior citizen recreation programs
 - +15% Quality of City's web site
 - +14% City's special events programs
 - +13% Outdoor athletic fields
 - +13% City's adult recreation programs
 - +12% Emergency medical involvement in community awareness activities
 - +12% Number and quality of greenway areas
 - +12% Weekly curbside trash collection
 - +11% The number of City parks
 - +11% Walking and biking trails in the City
 - +11% Enforcing the maintenance of business property
 - +11% Availability of information on City programs and services

LONG-TERM Decreases

Since 2002

- ❑ Only 7 of 65 areas have decreased since 2002
- ❑ Of these, Two are statistically significant reductions (change of 5% or more)
 - -20% Quality of water delivered to your home
 - -10% Maintenance/preservation of homes in Valley Junction

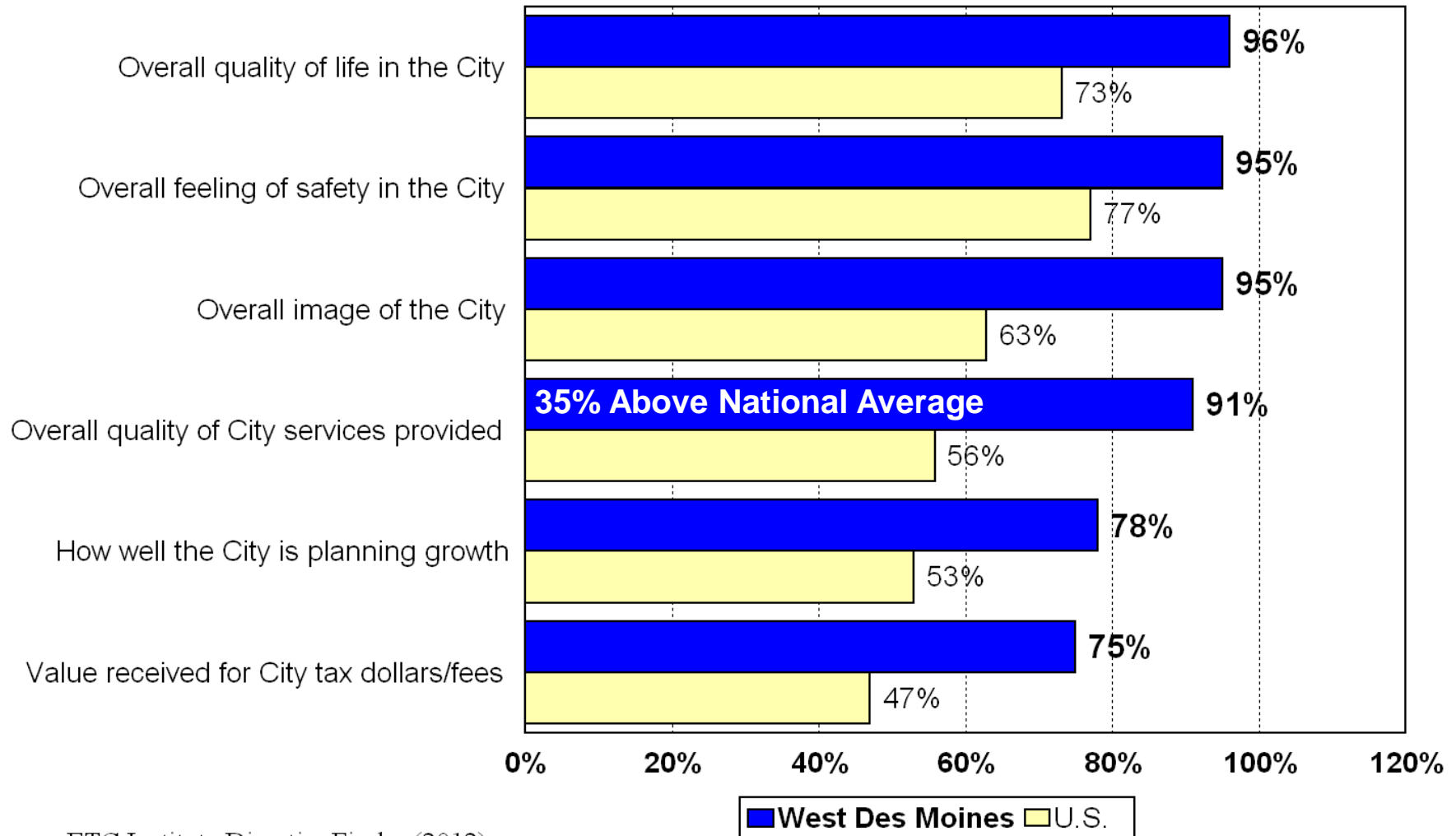
Major Finding #4

**Satisfaction Levels in the
West Des Moines Are
Among the Highest
in the Nation**

Satisfaction with Issues that Influence Perceptions of the City

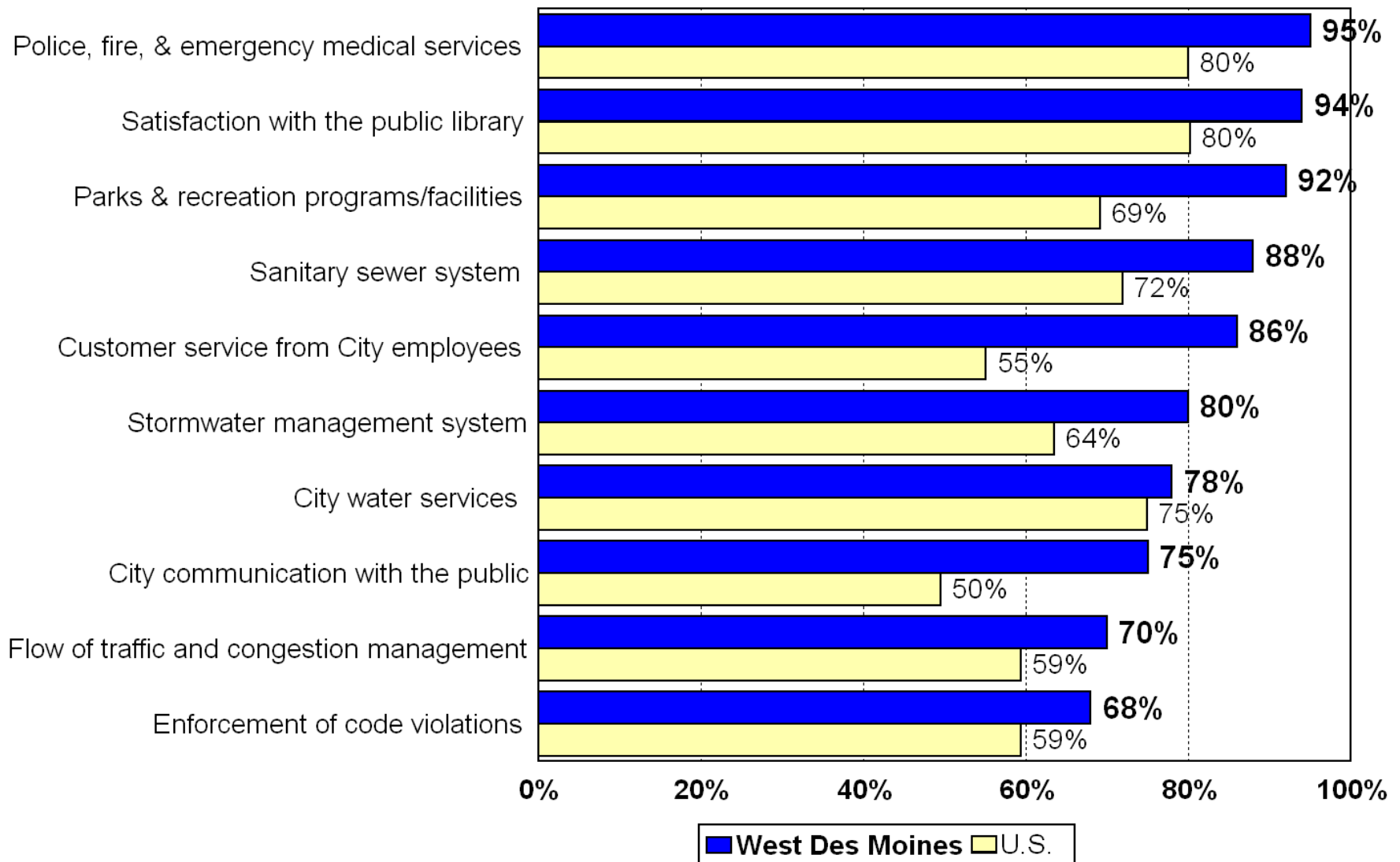
West Des Moines vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Overall Satisfaction with Major Categories of City Services West Des Moines vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

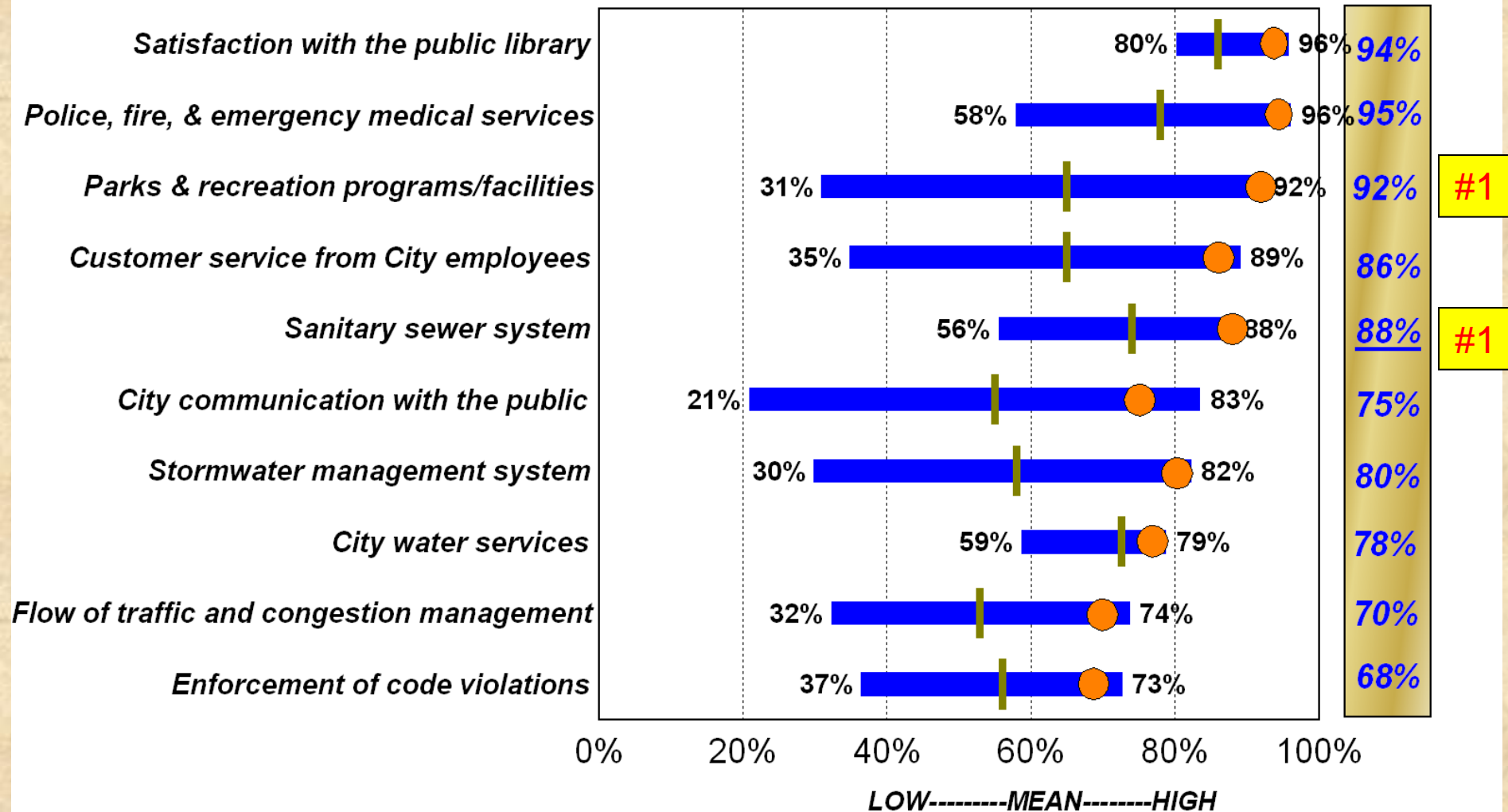


Overall Satisfaction with Major Categories of Services Provided by Cities - 2012

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

Underlined Items Indicate A NEW HIGH

● West Des Moines, IA

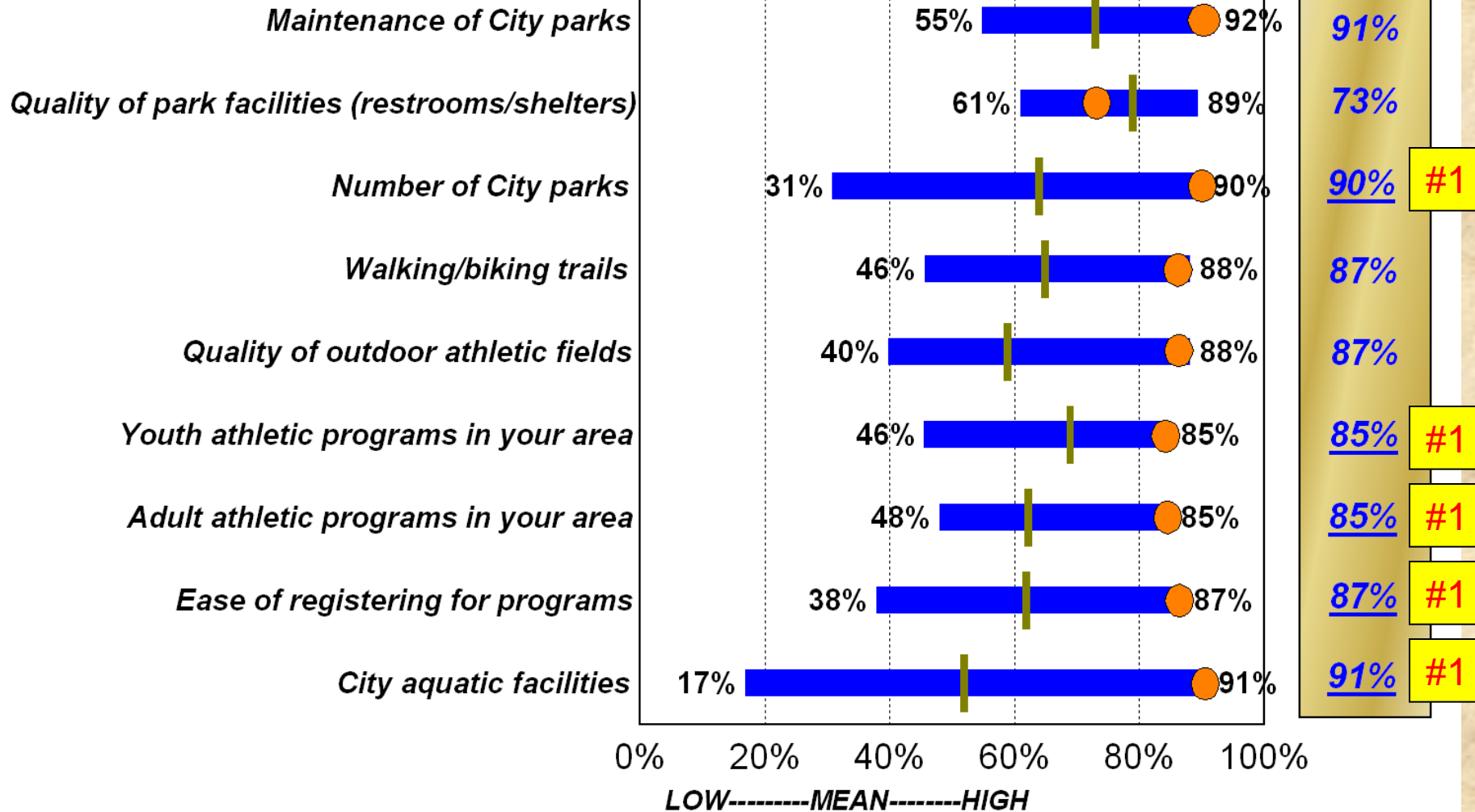


Satisfaction with Various Parks and Recreation Services Provided by Cities - 2012

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

Underlined Items Indicate A NEW HIGH was set

● West Des Moines, IA

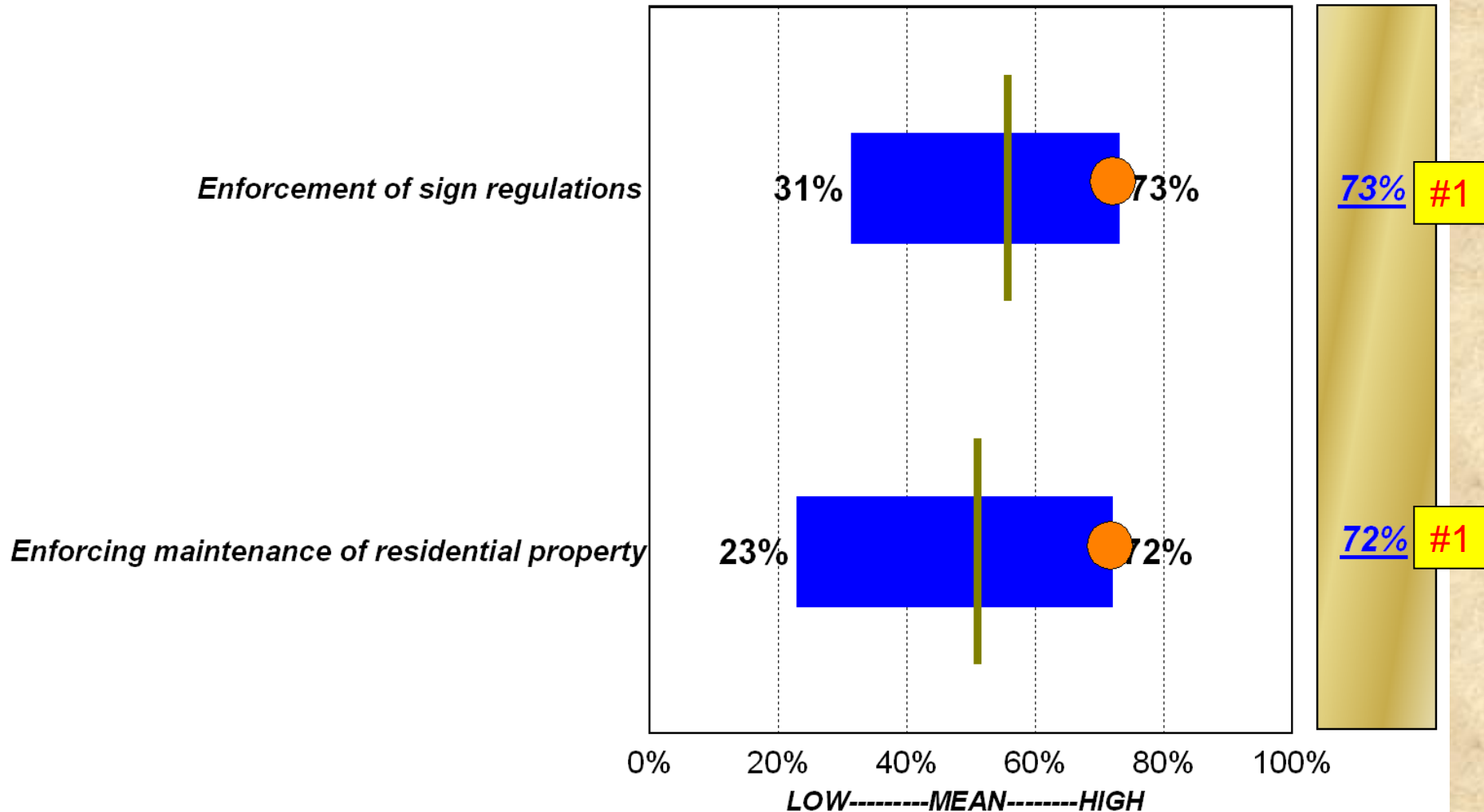


Satisfaction with the Enforcement of Codes and Ordinances Provided by Cities - 2012

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

Underlined Items Indicate A NEW HIGH was set

● West Des Moines, IA

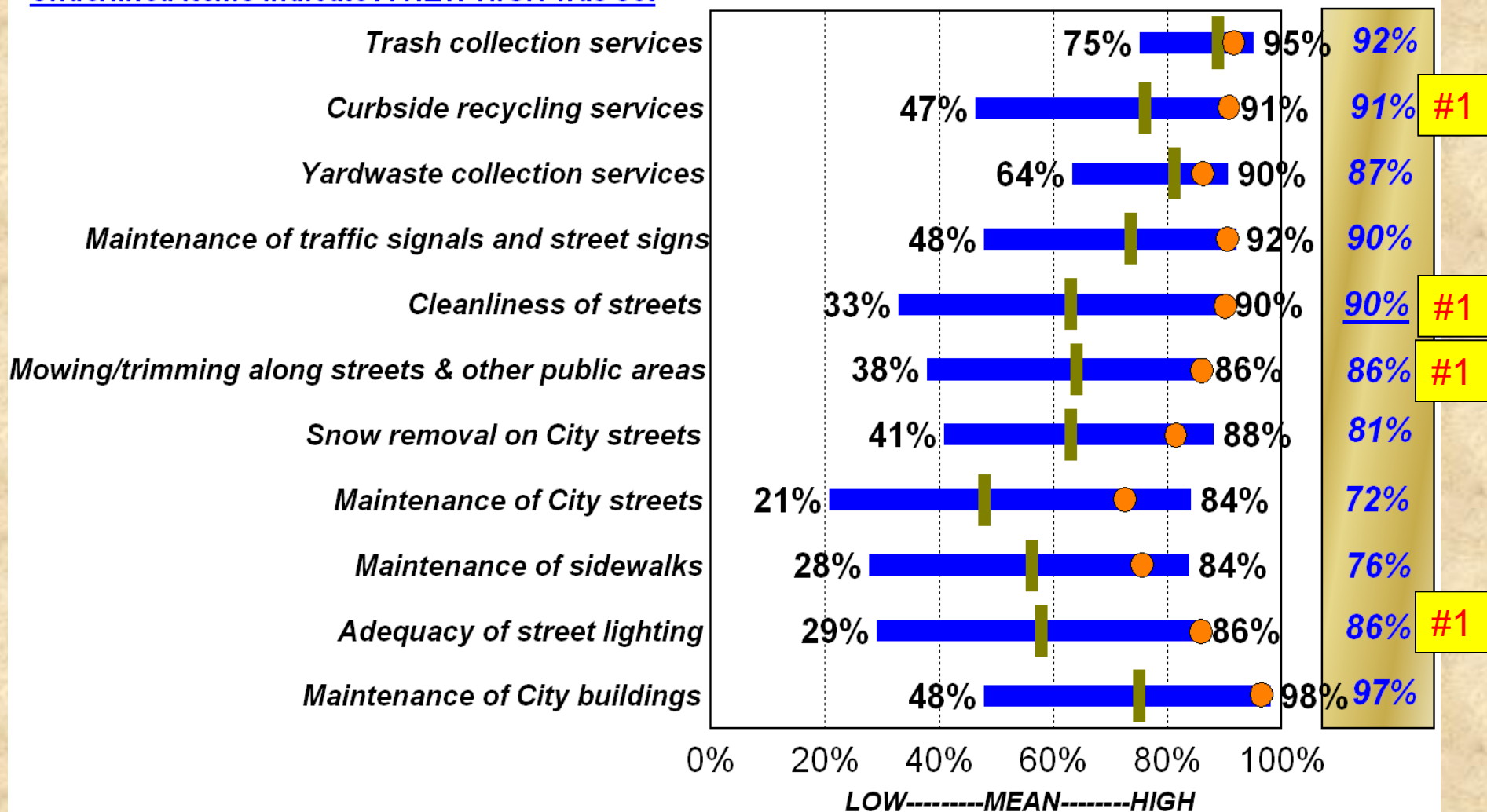


Satisfaction with the Maintenance Provided by Cities - 2012

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

Underlined Items Indicate A NEW HIGH was set

● **West Des Moines, IA**

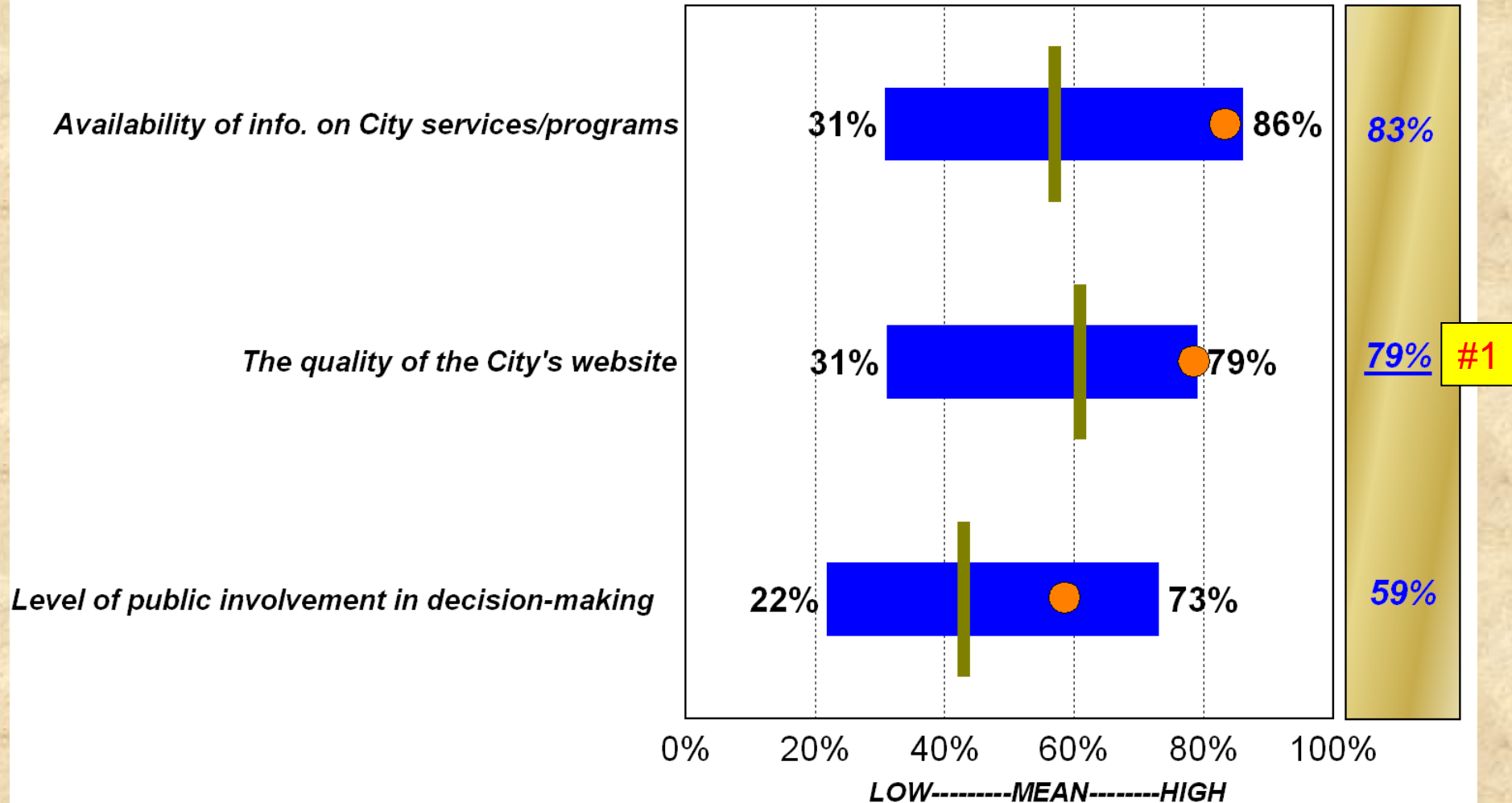


Satisfaction with Various Aspects of Communication Provided by Cities - 2012

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

Underlined Items Indicate A NEW HIGH was set

● West Des Moines, IA



Source: ETC Institute DirectionFinder (2012)

Major Finding #5

Priorities for the Future

Importance-Satisfaction Rating

West Des Moines, Iowa

OVERALL

I-S Analysis Shows That City Resources Are Currently Allocated Very Well

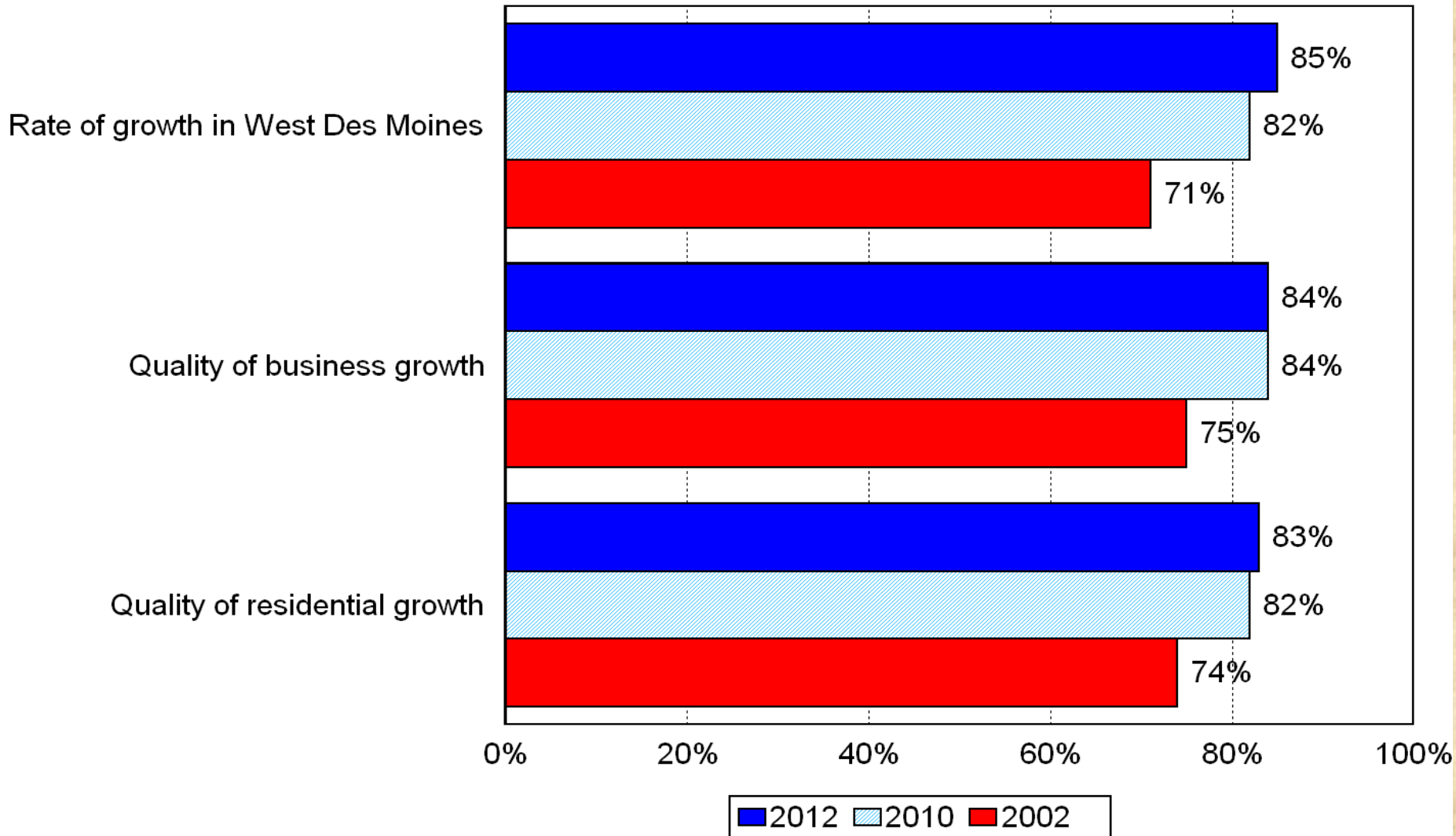
The information presented in the following table should be interpreted with regard to the importance city residents place on various city services and how satisfied they are with each service. Improvements in those areas with the highest I-S rating will cause the greatest marginal increase in overall satisfaction with city services.

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Medium Priority (0.0-.10)</u>						
Overall quality of city streets system	33%	1	76%	8	0.0816	1
Flow of traffic/congestion in West Des Moines	27%	2	70%	10	0.0795	2
Overall enforcement of code violations	15%	6	68%	11	0.0469	3
Effectiveness of City communication with public	8%	7	75%	9	0.0211	4
Quality of City water services	21%	4	78%	7	0.0176	5
Quality of City's stormwater management system	6%	8	80%	6	0.0120	6
Quality of police/fire/emergency medical services	24%	3	95%	1	0.0118	7
Quality of parks & recreation, programs/facilities	15%	5	92%	3	0.0114	8
Quality of City's sanitary sewer system	6%	9	88%	4	0.0068	9
Customer service from City employees	4%	11	86%	5	0.0057	10
Maintenance of City streets/buildings	5%	10	93%	2	0.0036	11

NO ITEMS WERE RATED AS A "VERY HIGH" OR "HIGH" PRIORITY

Satisfaction with Various Aspects of City Growth - 2012, 2010, 2002

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Summary

- ❑ West Des Moines is Moving in the Right Direction
 - 58 of 65 areas have improved or stayed the same since 2002
- ❑ West Des Moines Is Setting the Standard for the Delivery of City Services
 - WDM ranked above the national average in all 49 comparative factors that were assessed on the survey
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- ❑ City's goal over the next two years should be to sustain high levels of performance in areas that were most important to residents

Questions ?

THANK YOU